

PROMOTING SUSTAINABLE CONSUMPTION

推廣可持續消費

As a series of waste reduction policies clicked into motion during the reporting year, the city has been abuzz with dialogue and actions in response to the eco-friendly initiatives that have become a part of daily life. Faced with the intensified impact of global warming and climate change, it is crucial for the public to step up sustainability efforts together to ensure that the welfare of the earth and current generation, as well as future generations' needs are not compromised. Over the years, the Council has spared no effort in promoting sustainable consumption by adopting a four-pronged approach to educate, facilitate and encourage the public to make more sustainable consumption choices, putting great effort into supporting the Government's green initiatives to build Hong Kong into a more liveable city. Such efforts also echo Consumers International's call for "A Just Transition to Sustainable Lifestyles" for World Consumer Rights Day 2025.

過去一年，一系列的減廢政策相繼實施，全城上下亦積極探討並採取行動，身體力行將各項環保理念融入日常生活當中。面對日益加劇的全球暖化和氣候變化的衝擊，大眾必須攜手推動可持續發展，確保地球、現今世代，以至下一代的福祉不受影響。多年來，本會一直不遺餘力地推動可持續消費，透過四管齊下的方式，積極教育、促進和鼓勵公眾作出可持續的消費選擇，全力支持和配合政府推動的環保倡議，共建香港成為更宜居的城市。這些工作亦正好響應國際消費者聯會在今年「國際消費者權益日 2025」號召的主題：「公平轉型至可持續生活方式」。

The Council's 4-pronged strategy 消委會推動可持續消費的四線策略

- ▶ **Product testing, research and surveys** embedded with sustainability elements and published in CHOICE Magazine
- ▶ **Periodic surveys** to study consumer behaviours on sustainable consumption
- ▶ **Consumer education programmes** to cultivate consumer awareness
- ▶ **Advocacy** via Government and industry consultations on sustainability regulations and policies
- ▶ 於**產品測試、研究和調查**中加入可持續發展的元素，並將結果刊載於《選擇》月刊
- ▶ **定期調查**研究消費者可持續消費行為
- ▶ 舉辦**消費者教育計劃**，培育大眾對可持續消費的關注
- ▶ 回應政府及業界諮詢，**倡議**環保法規及政策

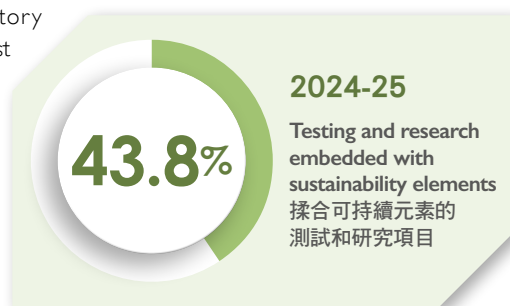
Product Comparative Tests on Appliances and Emerging Consumer Goods

The Council continues to place emphasis on sustainability elements in its product comparative tests, the results of which serve as important indicators for selecting more eco-friendly and sustainable goods that benefit both the environment and consumers' pockets.

Since the launch of the Government's first registration tax concession under the "One-for-One Replacement" Scheme, which promotes the transition from petrol vehicles to electric vehicles (EVs), the number of registered EVs in Hong Kong had reached around 17% of all registered private cars (PCs), accounting for 70% of newly registered PCs as of November 2024. In view of the surging demand, the Council published a joint test with International Consumer Research & Testing (ICRT) on EVs during the year for consumer reference.

Meanwhile, the Council recommended the Electrical and Mechanical Services Department (EMSD) to disclose information on whether High Efficiency Particulate Air (HEPA) filters were installed when dehumidifiers were tested for energy efficiency under the Mandatory Energy Efficiency Labelling Scheme (MEELS), so as to assist consumers in comparing products and making informed choices.

In addition, a number of comparative tests were conducted on emerging products such as in-wash scent boosters, tumblers and travel mugs to offer timely reference and useful tips for consumers to support sustainable consumption.



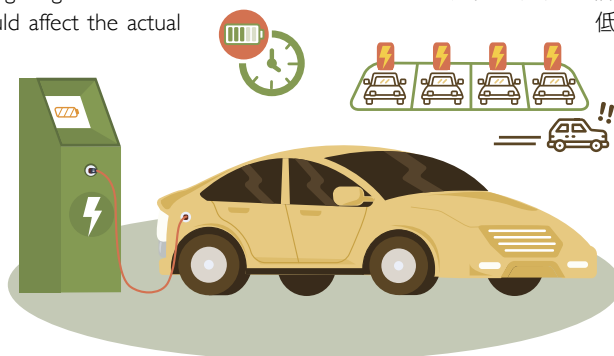
本會亦另就新興產品如衣物清香珠、隨行杯等進行比較測試，適時向消費者提供消費資訊和貼士，以協助他們實踐可持續消費。

Electric Vehicles

The Council published in CHOICE Magazine a test report by ICRT on 19 EV models of 5 car categories reportedly manufactured in Europe, US, the Mainland, and other Asian regions, with claimed maximum power outputs ranging from 118 to 544 horsepower (PS). Although the specifications of vehicles tested might not be identical to those available in Hong Kong, the test results could serve as useful reference.

The test revealed that the average energy consumption of different EV models within the same car category could vary considerably due to factors such as the design, materials, and weight of the vehicle. For instance, in the "large family cars" category, the average energy consumption showed a difference of up to 25%; while the difference was over 12% among the "small family cars" tested.

This discrepancy could result in more than double the difference in the projected driving range. The test also revealed that a higher battery capacity does not necessarily correlate with a longer driving range. Consumers were reminded that driving habits could affect the actual driving range, for instance frequent and rapid acceleration might increase energy consumption and reduce the driving range.



電動車

年內，本會於《選擇》月刊公布了一份由 ICRT 就 19 款電動車進行的測試報告，涵蓋聲稱於歐美、內地及其他亞洲地區生產的 5 種車款類別，聲稱最大馬力介乎 118 匹至 544 匹不等。儘管歐洲測試的樣本跟在本港出售版本的規格未必完全相同，測試結果仍能供消費者作為實用參考。

測試結果顯示，即使屬同一類別的電動車樣本，基於設計、用料和重量等因素，平均耗電量可相差很遠。以「大型家庭汽車」類別為例，樣本量得的平均耗電量相差可達 25%；而「小型家庭汽車」樣本則相差逾 12%。

根據平均耗電量推算出的續航距離，樣本間相差更可超過 1 倍。測試另發現充電電池容量的高低，與汽車續航力未必成正比。

消費者應留意駕駛習慣亦會影響實際的續航距離，例如經常急劇加速有機會增加耗電量而令實際的續航距離下降。

Meanwhile, the energy consumption level of EVs might not directly correspond to their horsepower. 2 models with comparable energy consumption claimed maximum power outputs of 514 and 218 PS respectively, a difference of over 1.3 times; for another 2 models which claimed the same maximum power output of 204 PS, their exhibited average energy consumption level differed by about 21%.

As the popularity of EVs grows, there is an increasing demand for charging services while charging time is another factor affecting consumer choice. The test compared the time required to charge the EV models from 10% to 80% using fast chargers. The results varied considerably, with charging times ranging from 17 to 48 minutes.

Dehumidifiers

The Council and the EMSD jointly tested 14 dehumidifiers, including 8 models which could be equipped with HEPA filters for air purification.

The dehumidifying performance tests were conducted under a standard test environment (STE) and manufacturer's test environment (MTE) respectively, and with basic filters installed. Under the MTE, the measured daily dehumidifying capacities of the models were around 56% to 82% higher than those measured in the STE. As the MTE generally does not reflect real use circumstances, manufacturers were once again urged to stop publicising claims based on tests conducted in their own test environment.

As dehumidifiers usually operate for prolonged hours, their energy efficiency (EE) is an important purchase consideration factor. The test revealed that the EE vastly varied among models with similar dehumidifying capacities, with a maximum difference of 50.2%. The model with the lowest EE was calculated to be only Grade 2 based on its energy factor, yet the discrepancy was still within the acceptable tolerance range under the MEELS.

For 2 models with satisfactory dehumidifying performance when HEPA filters were not installed, their dehumidifying capacities dropped by 18.4% and 30.1% respectively once HEPA filters were installed, while the dehumidifying EE also decreased by 26.2% and 40.7% respectively. Based on this result, the Council advocated for disclosure by the EMSD on whether products were installed with HEPA filters (if any) when the energy efficiency tests were conducted, to facilitate better comparison and more informed choices.

與此同時，耗電量與電動車的馬力亦未必有直接關係。2 款耗電量相近的樣本，聲稱最大馬力分別為 514 匹和 218 匹，相差逾 1.3 倍；2 款聲稱最大馬力同樣為 204 匹的樣本，平均耗電量則相差約 21%。

電動車的普及帶動對充電服務的需求相應增加，而充電所需時間是消費者的另一個考慮因素。測試比較不同電動車樣本以快速充電器將電量由 10% 充至 80% 所需的時間，結果相當參差，由 17 分鐘至 48 分鐘不等。

抽濕機

本會與機電署合作，測試 14 款壓縮式抽濕機，包括 8 款可配備 HEPA 過濾器作空氣淨化的樣本。

抽濕效能測試分別在標準和廠商環境並安裝基本過濾器的情況下進行。各樣本在廠商環境下量得的每日抽濕量，較在標準環境下量得的高出約 56% 至 82% 不等。由於廠商環境一般有別於實際使用時的室內環境，本會再次促請廠商不應採用不能反映實際使用情況的廠商環境量得的抽濕量作產品標示及宣傳。

抽濕機往往需要長時間運作，因此其能源效益是另一個重要考慮因素。部分抽濕量相若的測試樣本的能源效率表現懸殊，相差最多達 50.2%。其中最低能效的 1 款樣本經計算的能源效益級別僅達 2 級，但其差異仍在能源效益標籤計劃可接受的公差範圍內。

其中 2 款樣本雖然於沒有安裝 HEPA 過濾器時的抽濕效能表現不俗，但在安裝 HEPA 過濾器後，抽濕量分別下跌 18.4% 及 30.1%，抽濕能源效率亦分別下降 26.2% 及 40.7%。基於相關測試結果，本會建議機電署披露產品於進行能源效益測試時有否安裝 HEPA 過濾器（如有），以助消費者比較和作出知情選擇。



In-wash Scent Boosters

To avoid musty-smelling garments especially in Hong Kong's humid climate, some consumers use in-wash scent boosters when doing laundry. However, the Council's test on 12 in-wash scent boosters found all to contain varying types and concentrations of fragrance allergens. 4 models were even detected with galaxolide (HHCB), a synthetic musk compound that is not readily biodegradable, potentially impacting marine ecosystems in the long term.

The Council considers in-wash scent boosters as unnecessary add-ons for laundry as the contained fragrances have no effect on cleaning, while the cost per wash could reach a maximum of HK\$21 based on the recommended usage. In addition, frequent exposure to fragrance allergens may increase the risk of developing allergic reactions. As such, consumers were reminded to consider the necessity before purchase, especially if they or their family members are prone to skin or respiratory allergies.

Manufacturers were urged to be mindful of fragrance allergens and musk compounds in their products, review formulations and minimise the concentration of those substances or ingredients as far as possible, in order to minimise the impact on users and the ecosystem. Meanwhile, they should improve labelling by listing key ingredients (including fragrance allergens) and the usage amount, and offer refill packs to reduce plastic waste.

Tumblers and Travel Mugs

Reusable travel mugs are an eco-friendly replacement for disposable cups when buying drinks to go. The Council tested 18 tumblers and travel mugs to assess their thermal insulation efficacy, anti-leakage and stability performance.

The thermal insulation efficacy of the models differed greatly. The models were filled with hot water of not less than 95°C, and the water temperature dropped to 26.3°C to 63.8°C after 6 hours in the test environment. More than 60% (12 models) exhibited no leakage which indicated satisfactory leak-proof performance. 1 model tipped over when placed on a 10° inclined surface, whether it was empty or filled with water, failing to comply with the relevant European standard. Manufacturers were urged to improve the product design, safety and leak-proof performance, to reduce the risk of overbalancing and causing burn injuries.

Meanwhile, triallists found that only 3 models with straws allowed smooth drinking of beverages with common toppings in Taiwanese-style drinks, while the straws of the 4 other models were clogged by such toppings. The straw's inner diameter, length and restricted movements appeared to affect the drinking experience.

Consumers who wish to purchase tumblers for hand-shaken drinks should visit physical stores to examine the product's design, size of the drinking straw and the swivel range, etc. If shopping online, consumers should ascertain the specifications and refund arrangements. Products with replaceable components would be preferred to extend the product's lifespan.

衣物清香珠

本港氣候潮濕，為防止衣物產生「噏味」，部分消費者會在洗衣時加入衣物清香珠。本會抽驗了12款衣物清香珠樣本，全部均檢出不同種類和濃度的香料致敏物質。有4款樣本同時檢出不易被生物降解的人造麝香化合物佳樂麝香，長遠或對海洋生態造成影響。

本會認為，衣物清香珠並非洗衣必需品，所含的香料物質對去除污漬亦無作用，而且按各樣本的建議每次用量計算，成本最高可達港幣\$21。此外，經常接觸香料致敏物更可能增加出現過敏反應的機會。故此，消費者購買此類產品前應三思，特別是自己或家人的皮膚或呼吸系統容易出現過敏。

生產商應關注產品所含香料致敏物質和麝香化合物的情況，檢視配方，盡量減少使用或降低相關物質或成分的濃度，減少對使用者和環境生態的影響，同時亦要改善標示，列出主要成分（包括香料致敏物質）及清楚列明用量，亦可提供補充裝以減少塑膠廢料。

隨行杯

購買外賣飲品時自備可重用的隨行杯，可減少浪費即棄紙杯及膠杯。本會測試了18款隨行杯，評估其保溫保冷、防漏及穩定性測試等性能表現。

保溫保冷效能方面，各樣本表現差異甚大。將溫度不低於95°C的熱水在各樣本內放置6小時後，杯內水溫降至26.3°C至63.8°C不等。此外，逾6成（12款）樣本的防漏表現理想。惟1款樣本放置於傾斜10°的斜台上時，不論是空杯還是滿水狀態下，均出現失去平衡情況，未能符合歐洲標準要求。本會提醒有關供應商改善產品設計安全度及防漏效能，以減低因為翻側而令使用者燙傷的風險。

另一方面，試用者評價反映，3款附有吸管的樣本在飲用附有珍珠、椰果和仙草等配料的飲品時感覺流暢，惟另外4款樣本不時出現配料堵塞飲管的情況。吸管內徑尺寸、長度，以及吸管受杯蓋局限而未能靈活擺動等因素，都可能影響飲用配料的流暢度。

消費者如欲購買用作盛載手搖飲品的隨行杯，宜到實體店詳細檢視產品設計、吸管大小和可攪動範圍等。如在網上購買，也要問清楚產品規格和退貨措施。宜選購可獨立購買配件的款式，以延續產品壽命。



Surveys and Studies on Environmental Initiatives and Services

While many consumers have started adopting sustainable lifestyle habits, such as bringing their own tumblers and containers for takeout drinks and meals, or buying non-prepackaged goods in bulk, their effort can only truly be actualised with the support and complementary action of traders. To study the ease and convenience for practising sustainable consumption, the Council conducted trials at restaurants and beverage shops to assess the acceptance of bringing containers for buying food and beverages, and studied the benefits of “shopping naked” and buying refills.

Bring-your-own-container (BYOC) Trials at Restaurants

To promote a “disposable free” culture, the Environmental Protection Department (EPD) launched the “Bring Your Own Containers (BYOC) Eateries Scheme” in 2023, and many consumers have started the good habit of BYOC for takeaways. To understand the acceptance of BYOC by eateries and whether the process is smooth and convenient for consumers, the Council conducted 45 trial visits at 15 eateries, including 5 participants of the said Scheme.

The trial visits were conducted during peak lunch hours between Mondays to Fridays, with 31 successful attempts (69%) for using self-brought containers. The relevant satisfaction rate on food presentation, portion size, temperature, and tidiness of the food containers was nearly 95%.

Of the 14 unsuccessful attempts, not only were the BYOC requests by consumers refused, only 30% triallists were satisfied with their experience. Some eateries did not provide clear indication on the acceptance of BYOC; 1 eatery, despite providing the option of BYOC on its official online ordering platform, had already packed the food in takeaway boxes when the triallist arrived with the self-brought container at the pick-up counter, and the staff explained afterwards that they in fact did not accept BYOC.

Moreover, none of the surveyed eateries offered instant discounts to encourage BYOC. The Council opined that to expedite the “container free” practice city-wide, proactive and flexible co-operation by eateries is crucial. The Council hopes that the Government and the industry can work together to develop and promote reusable container lending services, to reduce the public’s reliance on disposable containers and cut plastic use at its source.

Bring-your-own-cup Trials at Beverage Shops

After the bring-your-own-container trials at restaurants, the Council conducted another mystery survey at 20 beverage chains selling craft coffee or hand-shaken beverages, with trials at 3 separate branches per chain, i.e. 60 trials in total.

All 20 beverage chains accepted consumers using self-brought cups to purchase drinks, yet some traders still used disposable cups in the process of making the drinks, due to incomplete or vague information provided to consumers before purchase resulting in the self-brought cups not being able to be used. In addition, at a large-scale fast food chain that sold in-store made coffee, the triallists had on 3 trials at different branches informed the shop staff at the time of purchase that they would use a self-brought cup, yet the staff at all 3 shops used take-

就環保措施和服務發表的調查及研究

雖然許多消費者已經開始養成可持續的生活習慣，例如自備隨行杯和餐盒購買外賣飲品和食物，或購買非預先包裝的貨品，不過仍有賴商戶的支持和配合。為探討實踐可持續消費的可行及便利程度，本會派員到食肆和飲品店進行實試，評估商戶對消費者自備容器購買外賣食物和飲品的接受程度，並研究「裸買」及選購補充裝產品的益處。

自備外賣餐盒實試

為推廣「走即棄」文化，環保署於 2023 年推出「咪啱盒食店」計劃，不少消費者開始培養自備容器買外賣的好習慣。為了解食肆對自備餐盒的接受程度，以及相關流程安排是否順暢及便利消費者，本會職員到訪 15 間食肆進行 45 次實試，當中包括 5 間參與「咪啱盒食店」計劃的食肆。

實試在星期一至五午市繁忙時段進行，結果有 31 次（69%）成功以自備餐盒購買外賣。近 9 成半實試員對食物賣相、分量、溫度及餐盒整潔度等均表示滿意。

在 14 次不成功的實試中，除了沒法滿足消費者自備餐盒的要求，當中更只有 3 成實試員滿意體驗。另有部分食肆在是否接受自備餐盒上欠清晰指示，當中 1 間雖然在其官方網站的點餐平台提供了「自備餐盒」選項，惟實試員在下單後打算到取餐處提交餐盒時，發現食物已經用外賣盒包裝好，其後職員才解釋公司不接受顧客自備容器。

此外，實試中所有食肆均沒有向自備餐盒的消費者提供折扣優惠。本會認為，要加快實踐全城「走餐盒」，食肆的積極性和靈活配合極為重要。本會期望政府和業界共同推廣及發展可重用餐盒租借服務，讓大眾減低依賴即棄容器，攜手從源頭減塑。

自攜杯購買飲品實試

繼食肆自備餐盒實試後，本會另進行了自攜杯購買外賣飲品的調查，以神秘顧客身分到訪 20 間售賣即製咖啡或手搖飲品的商戶位於不同地區的各 3 間分店，合共進行 60 次實試。

結果 20 間商戶均接受消費者以自攜杯購買飲品，但部分商戶在製作飲品的流程中，基於店內對適用自攜杯的資訊不全或欠清晰，導致不能以自攜杯製作飲品，最終需使用即棄紙杯。此外，在 1 間售賣即製咖啡的大型連鎖快餐店，實試員在不同分店的 3 次實試中，均按指示在



out paper cups to prepare the drinks before pouring the contents into the self-brought cups, failing to truly eliminate disposables, to the deep disappointment of the Council. The mystery trials also revealed that, occasionally, frontline staff were not properly trained regarding the BYOC discounts of their own shops.

The Council was pleased to see more beverage chain stores offering discounts for consumers bringing their own cups, with more than half of the surveyed chains offering discounts of HK\$1 to HK\$5 per cup or an across-the-board 10% discount. Yet, the Council opined that traders should strengthen their publicity and ensure frontline staff clearly understand the related discounts and implementation details, to encourage consumers to support a disposable-free culture.

“Naked Shopping” and Refill Products

The Council compared prices between the original packaging and refills of 125 items of personal and household necessities from 3 supermarket chains and found that 74% (92 items) of refills were cheaper than in their original packaging, with a maximum disparity of over 30%, indicating that buying refills could definitely save money for consumers. However, unit prices of refills of 32 items (26%) were higher than that of the original packaging due to special discounts applied to the latter.

The study also sampled 16 personal care and household products in their original and refill packaging, and compared their relative environmental friendliness by examining labels and information provided by manufacturers, as well as the type of packaging materials, package-to-product ratio, etc.

Although packaging weight and transportation space of refills were generally lower, some refill packages used composite materials such as aluminium foil pouches, which require high temperatures to gasify or melt the aluminium in the manufacturing process, resulting in a higher carbon footprint than ordinary plastics. Since there was no reliable and sustainable recycling facility of aluminium foil pouches in Hong Kong, consumers should be mindful when purchasing products with such packaging material.

The study also looked into emerging “shopping naked” services, where consumers bring their own containers to buy goods without packaging or in refillable form. It found that some packaging-free products were sold with inadequate information on the ingredients and expiry date. Improvement is needed for consumers to shop with confidence.

Overall, the Council is pleased to see a diverse variety of sustainable consumption options and hopes that development of the refill and “shop naked” markets could be sped up, while shops could provide more product information and concessions to encourage consumers to buy eco-friendly personal and household necessities.

櫃檯下單時先向店員表明使用自攜杯，然而 3 間分店的店員均先用外賣紙杯製作飲品，完成後才將飲品倒進實試員的自攜杯內，未能真正貫徹「走即棄」的理念，本會對此深感失望。實試結果亦反映，個別商戶的前線員工並不了解其公司關於自攜杯的優惠。

本會樂見更多連鎖飲品店提供自攜杯優惠，是次調查中過半商戶均有向使用自攜杯的消費者提供每杯港幣 \$1 至 \$5 扣減或劃一 9 折優惠。惟本會認為各商戶應加強宣傳，並確保前線員工清楚了解相關優惠及執行細節，推動消費者實踐源頭減廢。

「裸買」及補充裝產品

本會比較了 3 間連鎖超市 125 項日用品的原裝和補充裝的價格，發現 74% 樣本 (92 項) 的補充裝單價較原裝低，差距可逾 3 成，消費者可以透過購買補充裝產品慳荷包。然而，有 32 項 (26%) 補充裝產品的單價反而較其原裝為高，部分因為其原裝產品於調查期間以特價發售。

本會另分析當中 16 款個人護理用品和家居用品的補充裝是否較原裝產品環保，從包裝上的標籤和廠商所提供的資料，檢視包裝的物料類型、包裝物料和產品重量的比例等方面以比較環保程度。

儘管補充裝的實際重量較低，運輸過程使用空間亦相對較少，但部分補充裝使用複合物料如鋁箔膠袋，在製造過程一般需要使用高溫去氣化或溶解鋁，所產生的碳排放較一般塑膠為高。加上本港現時未有穩妥及可持續的鋁箔膠袋回收商，消費者購買鋁箔膠袋裝產品時應當留意。

調查亦就近年日漸流行的「裸買」服務進行研究，即是由消費者自備容器購買以無包裝或補充式出售的產品。調查發現店內出售的無包裝產品中，部分沒有標示詳盡的產品成分及保質期等資訊，須予以改善讓消費者安心選擇。

整體而言，本會樂見市場上有不同可持續消費的選擇，期望廠商可以加快發展補充裝和「裸買」市場。商戶亦可提供更多產品資訊和優惠，鼓勵消費者以環保方法購買日用品，實踐可持續消費。



A Just Transition to Sustainable Lifestyles

In support of World Consumer Rights Day (WCRD) 2025 and its theme “A Just Transition to Sustainable Lifestyles” advocated by Consumers International, the Council published an article in the March 2025 issue (#581) of CHOICE Magazine calling for consumers to transition to a more sustainable lifestyle through developing environmentally friendly consumption and living habits. The article compiled 27 eco-friendly everyday tips in 3 key areas — energy-saving practices, reducing the use of plastics, and green procurement.

To further raise consumer awareness, especially among younger groups, the Council also ran a series of giveaway quizzes on Instagram in March. The Council also partnered with SME Sustainability Society, The Green Earth, and the Hong Kong Council of Social Service who shared the CHOICE article and video on their social media pages.

More on WCRD 2025 in the chapter “Forging Closer Collaboration for Consumer Protection” (p.96).

公平轉型至可持續生活方式

為響應國際消費者聯會為「國際消費權益日 2025」所定的主題「公平轉型至可持續生活方式」，本會於 2025 年 3 月出版的第 581 期《選擇》月刊撰文呼籲消費者時刻身體力行，積極養成環保消費和生活習慣，將「可持續」的元素融入生活每個細節。文章在「節能減廢」、「走塑」和「綠色採購」三大方向，整合了 27 個生活小貼士。

為進一步提高消費者，尤其是年輕一代的環保意識，本會除了於 3 月份在 Instagram 官方帳號上推出了一系列有獎問答遊戲，亦夥拍中小企業可持續發展學會、綠惜地球和香港社會服務聯會，在各自的社交媒體專頁上分享了該期《選擇》月刊的文章和影片。

更多有關「國際消費權益日 2025」的內容，請瀏覽本年報「加強對外合作保障消費者權益」（第 96 頁）一節。



Advocating Environmental Consciousness via Public Consultations

Code of Conduct for ESG Ratings and Data Products Providers

The Council provided feedback on a voluntary code of conduct (Code) for ESG Ratings and Data Products Providers (Providers) in response to a consultation issued by the industry working group. The Council welcomed the development of the Code to strengthen consumer trust in ESG ratings and data products and reduce the risk of greenwashing.

To further ensure the quality of ESG ratings and data products, the Council recommended that the Code should provide guidance on frequency and conditions for monitoring, reviewing and updating ESG ratings; and require Providers to produce ratings and data products based on internationally or locally recognised standards, methodologies or frameworks, and indicate limitations of the assessment process.

To alleviate potential conflicts of interest, the Council suggested requiring those providing ESG ratings to refrain from providing consulting services for undertakings, and setting requirements on Providers' fee models, such as avoiding contingent fee arrangements for issuer-paid ratings. To improve disclosure and transparency, more information on the data used in producing ESG ratings and data products should be disclosed, such as their nature or how they were sourced.

The Council also urged that communications from Providers towards the public should be factually grounded, comprehensive, clear, and easy to understand. This would help the public better understand ESG ratings and data products and avoid risks of misrepresentation or exaggeration in marketing and advertising.

The Council will keep an eye on the Code's operation, so that consumers can confidently use ESG ratings and data products to inform their decisions to invest in a more sustainable future.

Public Education on Sustainable Consumption

The Council has been committed to promoting consumer awareness of and knowledge in sustainable consumption (SC) through public education to a variety of audiences, including "Earth 2038's Learning Journey of Sustainable Consumption" for primary school students, the "Smart Consumption Academy" for secondary school students, and the "Educator Scheme for Senior Citizens" for the elderly, which all incorporated elements of SC into programme design and training materials. In addition, a number of community talks and workshops covering topics on SC were conducted to inculcate positive consumption values for the general public and encourage adoption of a sustainable lifestyle.

Details of the programmes are covered in the chapter "Empowering Consumers Through Education" (p.89).

透過公眾諮詢提倡環保意識

環境、社會及管治評級和數據產品供應商操守準則

本會就環境、社會及管治（ESG）評級和數據產品供應商（「供應商」）的自願操守準則（「準則」）提出意見，回應業界工作小組的諮詢。本會支持制訂有關準則，以加強消費者對 ESG 評級和數據產品的信心，並減低「漂綠」風險。

為進一步確保 ESG 評級和數據產品的質素，本會建議準則應就監管、檢視和更新 ESG 評級的時限和條件提供指引；並要求供應商根據國際或本地認可的標準、方法或框架制訂評級和數據產品，並註明評估工作的局限。

為減少潛在利益衝突，本會建議要求提供 ESG 評級的機構不得同時為企業提供相關諮詢服務，並就供應商的收費模式訂立限制，例如當評級是由發行人出資制訂時，要避免採用按評估條件收費的模式。本會亦建議披露更多制訂 ESG 評級和數據產品時所用數據的資訊，例如性質、來源等，以提升資訊披露和透明度。

本會亦促請供應商向公眾發布資訊時，資訊應建基於事實、全面且清晰易明，以加強公眾對 ESG 評級和數據產品的了解，並減低出現失實誇大的營銷及宣傳風險。

本會將繼續關注準則的實施，以便消費者在作出有利可持續未來的投資決定時，能夠放心參考 ESG 評級和數據產品，作出知情選擇。

可持續消費的公眾教育

本會致力透過公眾教育，向不同受眾推廣對可持續消費的認知和認識，當中包括為小學生而設的「2038 地球人計劃之可持續消費旅程」、以中學生為對象的「智醒消費學堂」，以及為智齡人士而設的「智齡消費教育大使計劃」，各個計劃於設計及培訓材料均加入可持續消費元素。此外，本會也舉辦了多場涵蓋可持續消費題材的社區講座及工作坊，向公眾灌輸正面的消費價值觀，並鼓勵消費者實踐可持續的生活方式。

有關計劃內容，請瀏覽本年報「以教育提升消費者自我保護能力」（第 89 頁）一節。